

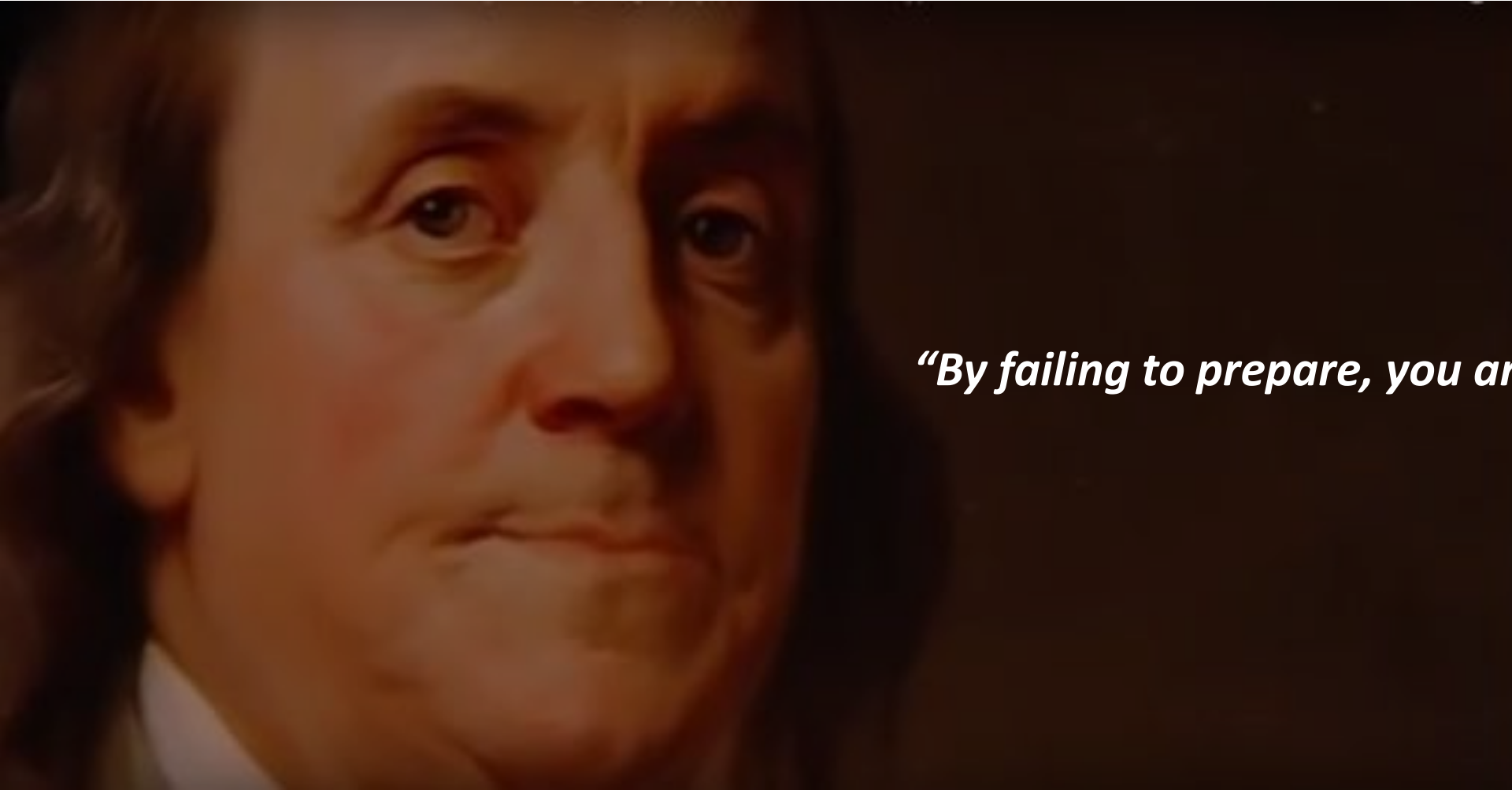
# HOW TO SPEAK TO THE MEDIA

A training course by



## WHY DO MEDIA TRAINING

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*“By failing to prepare, you are preparing to fail”*

– Benjamin Franklin

## WHAT YOU WILL LEARN TODAY

- Know your enemy
- Prepare for battle
- Your body is your weapon
- Control the situation
- Avoid traps



# EBM'S 8 COMMANDMENTS TO COMMUNICATE

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## "COMMUNIC8"

1. Audience first

2. Take ownership

3. Delivery is key

4. Start with  
conclusion

5. K.I.S.S.

6. Reduce &  
repeat

7. Rehearse

8. Respond

# HANGING ON A WORD

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The image shows a YouTube video player interface. At the top left is the YouTube logo with 'FR' next to it. To its right is a search bar containing the word 'Rechercher' and a magnifying glass icon. The video frame shows a man in a white shirt, identified as CEO Tony Hayward, speaking. In the background, there are orange life jackets and a green piece of machinery. A yellow banner at the bottom of the video frame reads 'OIL SPILL DISASTER'. Below the banner, there is a subtitle in French: 'Je suis désolé; nous sommes désolés pour l'énorme bouleversement'. The video player controls at the bottom show a play button, a progress bar at 0:00 / 44:44, and icons for settings, full screen, and share. Below the video frame, the video title is 'BP Deepwater Horizon Oil Spill : CEO Tony Hayward - explanations'. To the right of the title, it says '937 454 vues'. At the bottom left of the player are icons for 'Ajouter à', 'Partager', and 'Plus'. At the bottom right are icons for 'Like' (1 470) and 'Dislike' (157).

YouTube FR Rechercher

OIL SPILL DISASTER

Je suis désolé;  
nous sommes désolés pour l'énorme bouleversement

0:00 / 44:44

BP Deepwater Horizon Oil Spill : CEO Tony Hayward - explanations

937 454 vues

Ajouter à Partager Plus

1 470 157

# A GREAT PRO AT WORK (PART 1)

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The image shows a YouTube video player interface. At the top left is the YouTube logo with 'FR' next to it. To its right is a search bar containing the text 'Rechercher' and a magnifying glass icon. The main video area displays a man in a dark suit and light-colored tie, looking down and to the right. Below the video frame, the text 'Steve Jobs' is displayed in a large font, with 'Lost Interview (1990)' underneath it. A video progress bar is visible below the title, showing '0:00 / 44:44'. At the bottom of the player, there are icons for play, next, volume, settings, and full screen. Below the video player, the title 'Steve Jobs Lost Interview 1990 – Part 1' is displayed. To the right of the title, the view count '937 454 vues' is shown. At the bottom left, there are icons for 'Ajouter à', 'Partager', and 'Plus'. At the bottom right, there are icons for 'Like' (1 470) and 'Dislike' (157).

# A GREAT PRO AT WORK (PART 2)

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The image shows a YouTube video player interface. At the top left is the YouTube logo with 'FR' next to it. To its right is a search bar containing the text 'Rechercher' and a magnifying glass icon. The main video area displays a man in a dark suit and light-colored tie, looking down and to the right. Below the video frame, the text 'Steve Jobs' is displayed in a large font, with 'Lost Interview (1990)' underneath it. A video progress bar is visible below the title, showing '0:00 / 44:44'. At the bottom of the player, there are icons for play, next, volume, settings, and full screen. Below the player, the video title 'Steve Jobs Lost Interview 1990 – Part 2' is displayed. To the right of the title, the view count '937 454 vues' is shown. At the bottom left, there are icons for 'Ajouter à', 'Partager', and 'Plus'. At the bottom right, there are icons for likes ('1 470') and dislikes ('157').

**KNOW YOUR ENEMY**



# WHY DO AN INTERVIEW?

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Your Goal

vs.

Journalist's Goal

A photograph of a man and a woman engaged in a tug-of-war competition. The man on the left is wearing a white t-shirt and is pulling the rope with a determined expression. The woman on the right is wearing a grey sweater and is also pulling the rope with a focused look. The background is a plain, light-colored wall.

To get your message across

To get a news story

# TWO WAYS TO APPROACH AN INTERVIEW

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**VICTIM**



**EXPERT**



## THE FIVE W'S

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- **Who**
- **What**
- **Where**
- **When**
- **Why**



# WHAT IS NEWS?

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Something NEW or DIFFERENTIATING



Share of market


vs.



Share of voice

## ATTRIBUTES OF NEWS

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- **Public is not aware**
  - **“Wow” factor**
  - **Informative**
  - **Conversation fodder**
- 
- A background image showing a person's hands holding and reading a newspaper. The newspaper is open, and the person is looking at the text. The image is slightly blurred and has a dark overlay, making it a subtle background for the text.



IF IT BLEEDS, IT LEADS!

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Bad news is  
good news!

## WHAT MAKES A STORY SELL?

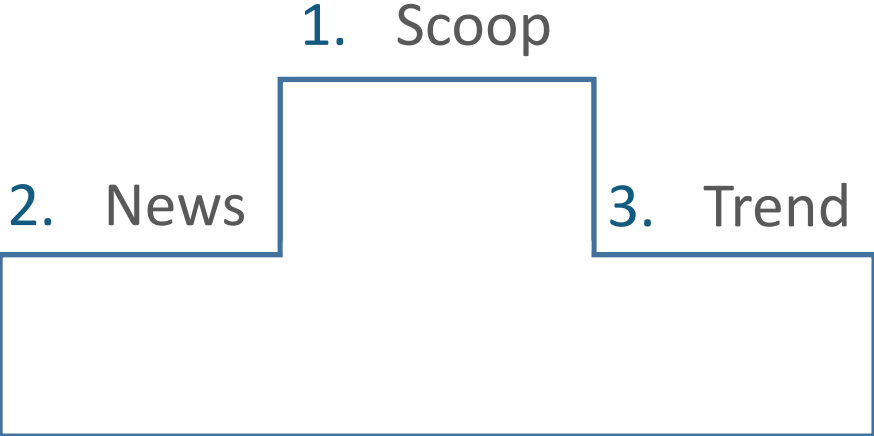
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- Tension & resolution
- Third party endorsement
- VIP effect
- Timing



# HOW JOURNALISTS RANK NEWSFLOW

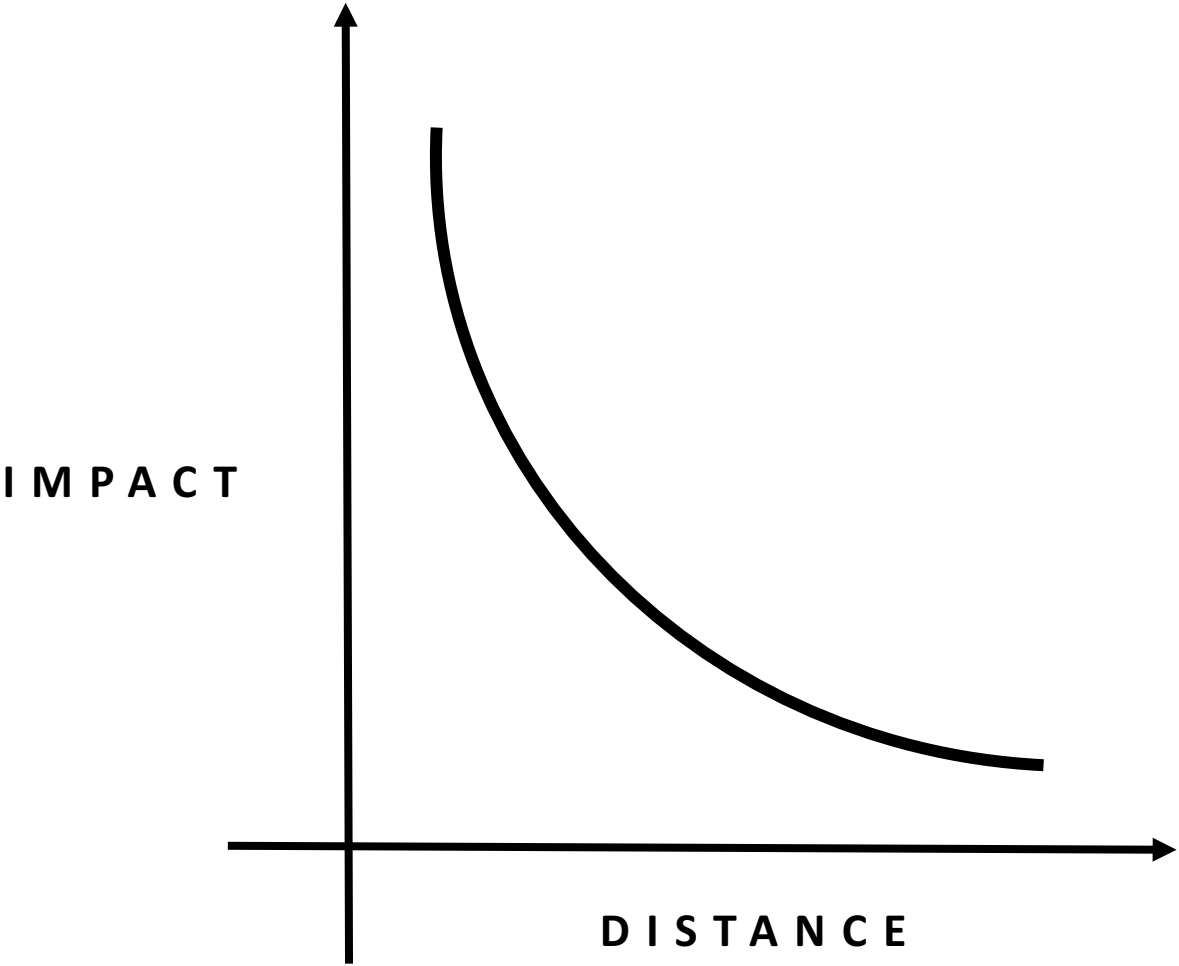
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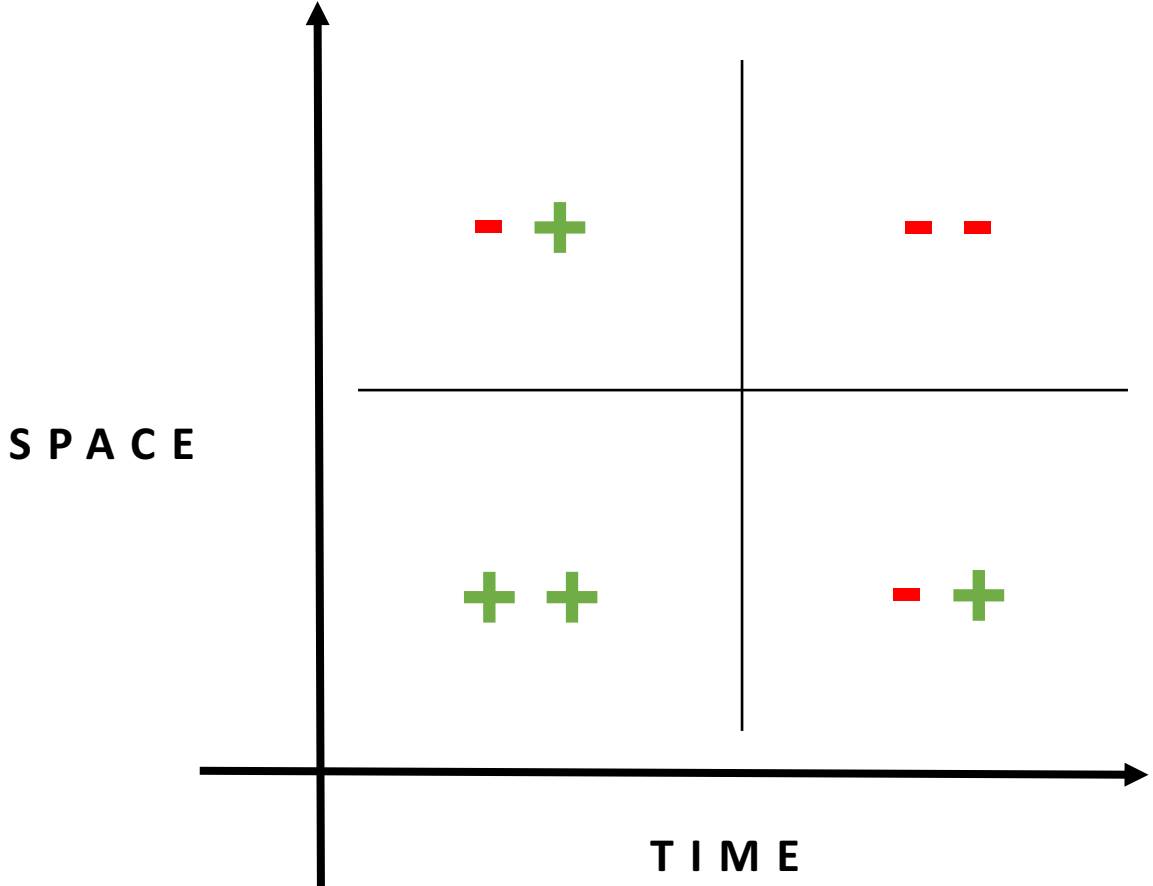
# DEATH-MILE RATIO

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# RELEVANCE TO JOURNALISTS

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**PREPARE FOR BATTLE**

# IMPROVISATION IS RISKY

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The image shows a YouTube video player interface. At the top left is the YouTube logo with 'FR' next to it. To its right is a search bar containing the word 'Rechercher'. The video player itself shows a close-up of Frederic Mishkin, a man with glasses and a suit, against a yellow background. A text box on the left side of the video identifies him as 'FREDERIC MISHKIN', 'Governor, Federal Reserve (2006-2008)', and 'Professor, Columbia Business School'. Below the video, a black bar contains the text: '- En août 2008, étiez-vous au courant des notations de Lehman Brothers, Merrill Lynch, AIG, et pensiez-vous que ces notations étaient justes ?'. The video player controls at the bottom show a play button, a progress bar at 0:00 / 44:44, and icons for settings, full screen, and share. Below the video player, the text 'Interview : Frederic Mishkin, former Governor of the Federal Reserve' is displayed. To the right of this text, it says '937 454 vues'. At the bottom left, there are icons for 'Ajouter à', 'Partager', and 'Plus'. At the bottom right, there are icons for '1 470' likes and '157' dislikes.

YouTube FR Rechercher

FREDERIC MISHKIN  
Governor, Federal Reserve (2006-2008)  
Professor, Columbia Business School

- En août 2008, étiez-vous au courant des notations de Lehman Brothers, Merrill Lynch, AIG, et pensiez-vous que ces notations étaient justes ?

0:00 / 44:44

Interview : Frederic Mishkin, former Governor of the Federal Reserve

937 454 vues

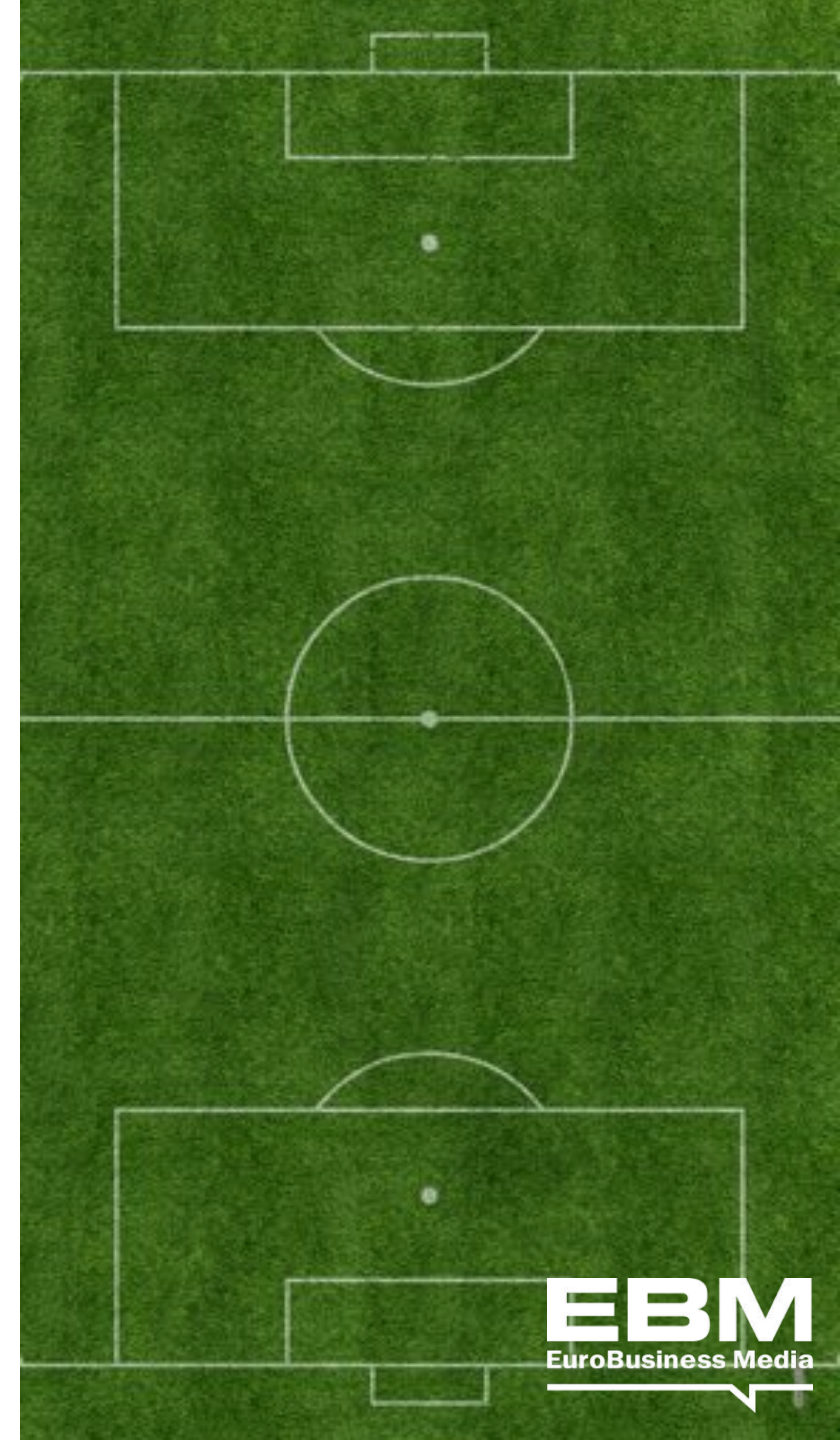
Ajouter à Partager Plus

1 470 157

## DEFINE YOUR PLAYING FIELD

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- Manage the conversation, not the question
- Move the ball back to center field: your message
- Score points with “sound bites”



## SOUNDBITES ARE MADE OF “AIR”

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**A**ffirm

**I**llustrate

**R**ecap



**YOUR BODY IS YOUR WEAPON**

# BODY LANGUAGE IS THE MESSAGE



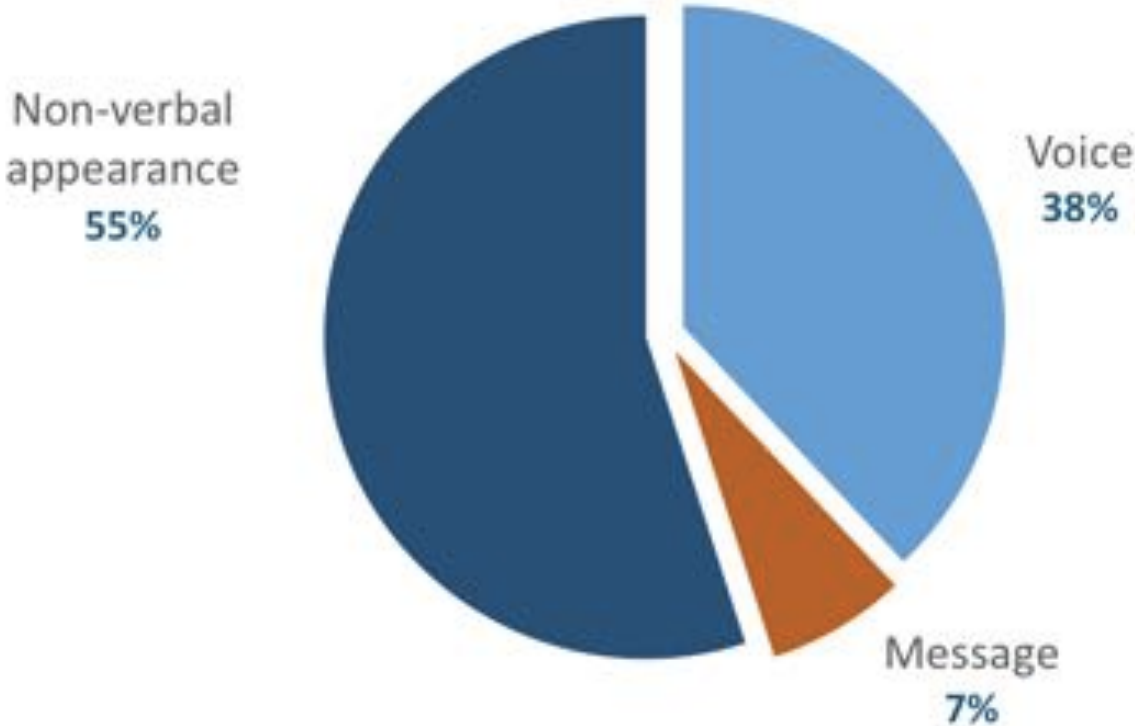
The image shows a YouTube video player interface. At the top left is the YouTube logo with 'FR' next to it. To its right is a search bar containing the word 'Rechercher' and a magnifying glass icon. The main video area shows a man in a dark suit and glasses, identified as James Clapper, with his right hand covering his face in a gesture of distress or embarrassment. Below the video player is a white bar containing the video title 'James Clapper, Director of US National Intelligence : testimony', the view count '937 454 vues', and interaction icons for 'Ajouter à', 'Partager', and 'Plus'. At the bottom right of this bar are icons for likes (1 470) and dislikes (157).



# NON-VERBAL BEATS VERBAL

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## IMPACT OF A SPOKEN PRESENTATION

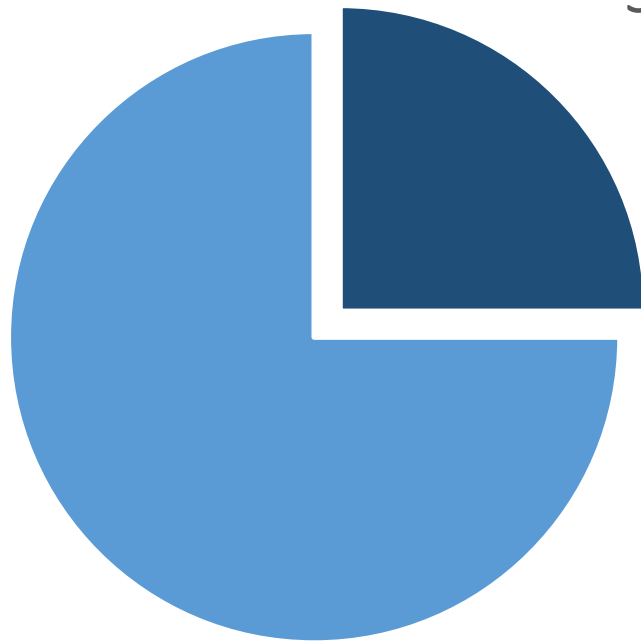


SOURCE: MEHRABIAN STORY (1967)

# AVOID SENDING MIXED SIGNALS

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## HOW THE BODY SPEAKS



Supportive gestures  
25%

Parasitic gestures  
75%



**CONTROL THE SITUATION**

# STAY ON MESSAGE

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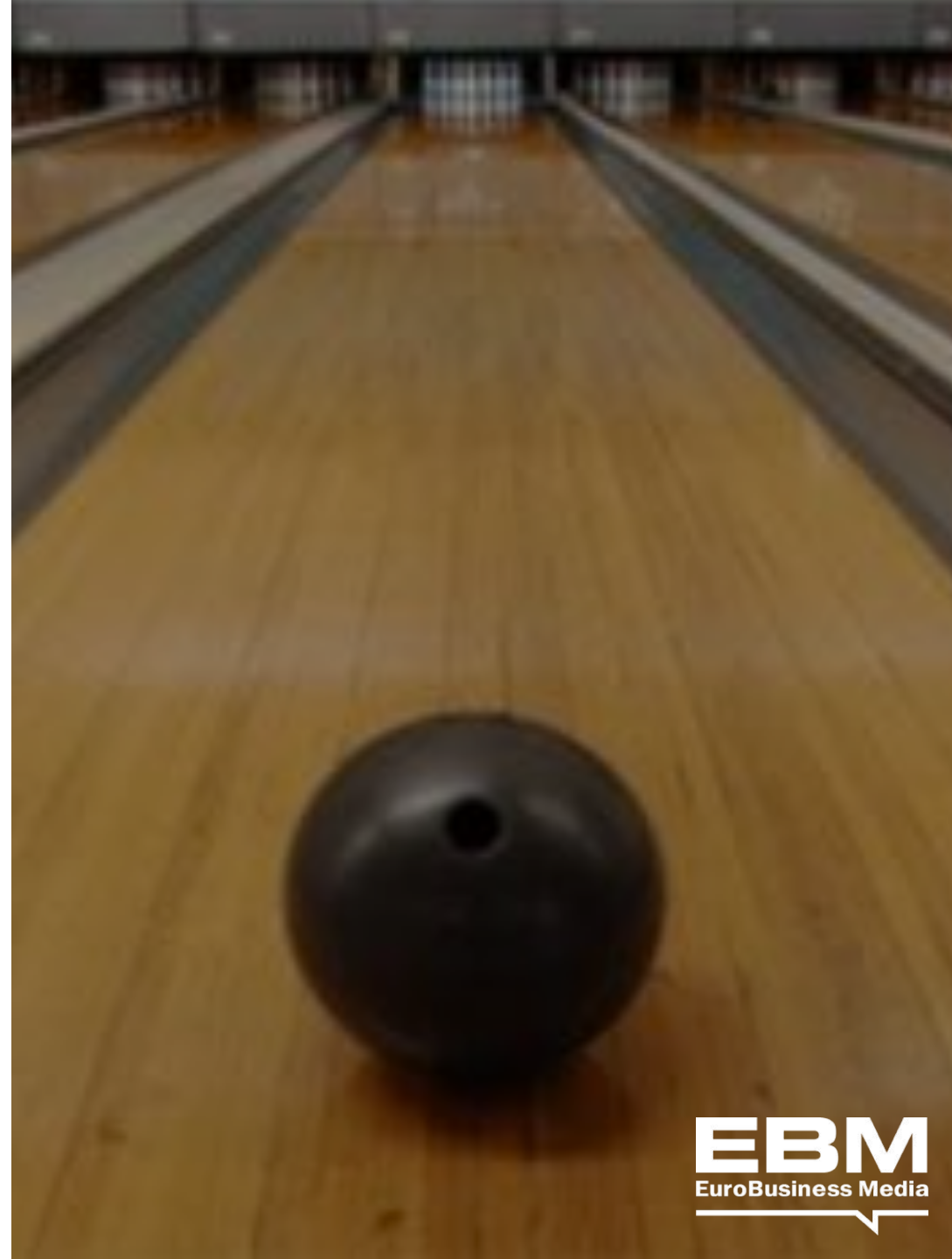
The image shows a YouTube video player interface. At the top left is the YouTube logo with 'FR' next to it. To its right is a search bar containing the text 'Rechercher' and a magnifying glass icon. The video frame shows two men in a studio setting; one is seen from the back, and the other, Stephen Elop, is facing him and speaking. Below the video frame is a playback control bar with a play button, a progress bar showing '0:00 / 44:44', and icons for settings, full screen, and a share icon. Below the video frame, the video title is displayed: 'Stephen Elop, CEO of Nokia : interview about new smartphone c'. To the right of the title, the view count is '937 454 vues'. At the bottom left, there are icons for 'Ajouter à', 'Partager', and 'Plus'. At the bottom right, there are icons for likes ('1 470') and dislikes ('157').

## GO AFTER YOUR SOCO

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Single **O**ver-riding **C**ommunication **O**bjective

... and better believe it, or the audience won't



# COMMUNICATION IS REPETITION

The image shows a YouTube video player interface. At the top left is the YouTube logo with 'FR' next to it. To its right is a search bar containing the word 'Rechercher' and a magnifying glass icon. The video frame shows a woman with long blonde hair, Susan Allen, speaking. The background is a cityscape. There is a play button icon in the top left corner of the video frame. Below the video frame, there is a subtitle: 'mais je dirais que tout le monde est mobilisé pour résoudre le problème,'. Below the subtitle is a video progress bar with a play button, a volume icon, and the text '0:00 / 44:44'. To the right of the progress bar are icons for settings, a window, and a full screen icon. Below the video player, the video title is 'Susan Allen, Director of Customer Service of the Royal Bank of Scotland : apologies'. To the right of the title is the view count '937 454 vues'. At the bottom left of the video player are icons for 'Ajouter à', 'Partager', and 'Plus'. At the bottom right are icons for 'Like' (1 470) and 'Dislike' (157).

# THE FUNDAMENTAL EQUATION OF COMMUNICATION

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$$9 \times 1 = 0$$

$$3 \times 3 = 1$$

# BRIDGE TO COMMUNICATE

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The image shows a YouTube video player interface. At the top left is the YouTube logo with 'FR' next to it. To its right is a search bar containing the word 'Rechercher'. The video player itself shows a man with glasses, wearing a suit and tie, speaking. The background is dark with some blurred lights. The BBC logo is visible in the top left corner of the video frame. Below the video frame, there is a subtitle in French: 'a confirmé qu'il n'avait parlé à personne appartenant à mon équipe de campagne'. Below the subtitle is a video progress bar with a play button, a volume icon, and the text '0:00 / 44:44'. To the right of the progress bar are icons for settings, a full screen button, and a share button. Below the video player, the video title is displayed: 'Michael Howard, Conservative Party Leader : interview about prison escapes'. To the right of the title, the view count is shown as '937 454 vues'. At the bottom left, there are icons for 'Ajouter à', 'Partager', and 'Plus'. At the bottom right, there are icons for likes and dislikes, with the numbers '1 470' and '157' respectively.



## KNOW YOUR ABC'S

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**A**cknowledge → **B**ridge → **C**ommunicate



## LEADERS TAKE CHARGE

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*“Before I refuse to take your questions,  
I have an opening statement.”*

– Ronald Reagan

*“Does anyone have any questions  
for my answers?”*

– Henry Kissinger



## YOU'RE IN THE DRIVER'S SEAT

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- Even you don't fire first, you can still win
- No such thing as a bad question
- Tough questions are an opportunity



## JOURNALIST TRAPS

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- Force you to make a choice
- Put words in your mouth
- Multiple part questions
- Hypothetical questions
- Personal opinion
- Refraining from follow-up



## DON'T GET LURED INTO A TRAP

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*“Those who know  
when to fight and  
when not to fight  
are victorious”*

– Sun Tzu, The Art of War



## KEY TAKEAWAYS

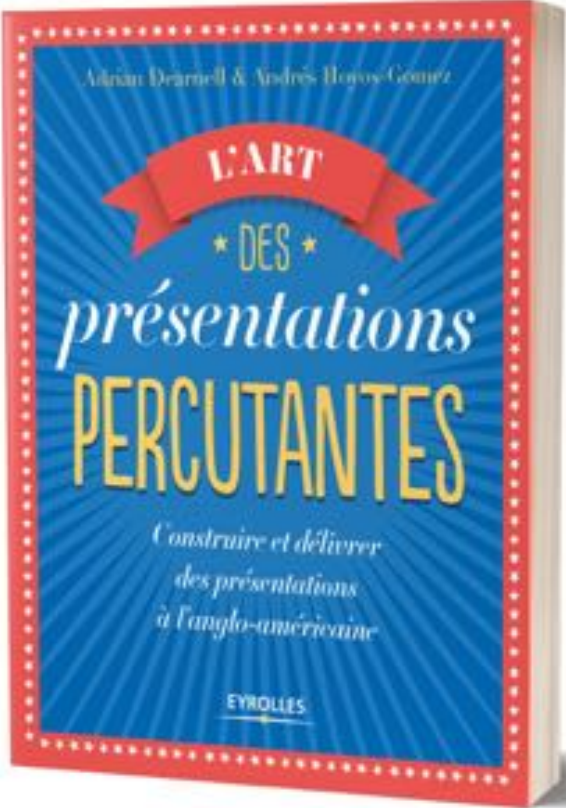
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- **PREPARE**
- Define your **SOCO**
- **KISS**
- Know your **ABC**
- Soundbites made of **AIR**



READ MORE TIPS IN OUR BOOKS

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# CRISIS COMMUNICATION



# MAKING THINGS WORSE

YouTube FR Rechercher

**EXCLUSIVE**

C'est leur plate-forme, leur matériel  
leurs salariés, leurs systèmes, leurs procédures de sécurité.

0:00 / 44:44

BP CEO Tony Hayward : interview

937 454 vues

Ajouter à Partager Plus

1 470 157

# LOOK TRANSPARENT TO REBOUND

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YouTube FR Rechercher

JETBLUE  
CEO David Neeleman

Eh bien je pense que nous avons eu une faiblesse dans notre système, euh... vous savez, nous avons développé une compagnie aérienne qui gérait 600 vols par jour et dans nos opérations ponctuelles ...

0:00 / 44:44

JetBlue CEO David Neeleman : apologizes

937 454 vues

Ajouter à Partager Plus

1 470 157

## 4 KEY POSTURES

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- Honesty
- Transparency
- Consistency
- Accountability





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